

Celebrity Hair Care Tips

Create Your Own “Itch-Free Zone” For Your Hair

(NAPSA)—Today’s top celebrities all seem to have beautiful, healthy hair thanks to their personal hair stylists who know that luscious locks can be a star’s best fashion accessory.

While the rest of us may not have access to celebrity stylists, simply learning a few hair care tips can mean the difference between distressed, dull tresses and beautiful, manageable hair.

Consider this: at some point in their lives, more than 50 percent of the population—including celebrities!—will be affected by dry scalp. Left untreated, dry scalp can leave hair looking dull and limp. While this common scalp concern is easy to control, choosing the best treatment can be confusing—leaving many suffering in silence from scalp itching, redness and irritation.

“Blow-drying, coloring your hair, and shampooing too frequently are a few of the ways you can be hard on your scalp,” explains celebrity hair stylist, Jason Hayes, who has styled hair for Scarlett Johansson, Laura Linney, Gabriel Byrne and the cast of the Broadway hit, “Hairspray.” “The good news is that a daily hair care regimen that includes an effective dry scalp care shampoo, like the Head & Shoulders Dry Scalp Care line with moisturizers, fights dandruff and helps transform an itchy, dry scalp into an “itch-free zone.”

Hayes recommends his “Know-No-Know Tips” to combat dry scalp and achieve beautiful hair:

Know the signs. Due to a loss of moisture on the scalp, dry scalp can result in small, dry flakes,



Celebrity stylist Jason Hayes recently treated former “Sopranos” star Drea de Matteo to a wash, scalp analysis and style at the “Itch-Free Zone” hair salon.

tightness of the scalp and itchiness. Recognize the signs and it can be easily treated.

No sacrifices. Control dry scalp without sacrificing beautiful hair. Unlike regular shampoos and conditioners, look for products that provide a high level of moisturizers and help control dandruff flakes and itch—which enables great-looking hair.

Know when to say when. Don’t overdo it with shampooing or blow drying. Take a break from the blow-dryer this summer when you can.

These were some of the tips Hayes shared when he recently teamed with the legendary hair care company to transform New York City’s Times Square into the first-ever “Itch-Free Zone” outdoor salon. As part of the hair care brand’s 40th anniversary, hundreds of consumers joined Hayes and his team of professional hair stylists to learn how simple it is to have visually flake-free, beautiful hair at home.

For more information, visit www.headandshoulders.com.